



## THE SEA COAST ECHO

A CONSTRUCTIVE FORCE IN THE COMMUNITY

Fifteenth Year of Publication  
Chas. G. Moreau, Editor and Publisher  
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Bay St. Louis, Miss., under Act of March 3, 1879.

## THE BOY SCOUTS NEED MEN.

NEARLY a million and a half members of the Boy Scouts of America will observe Boy Scout Week from February 7th to 13th. This is one week which should interest parents of boys.

This great movement for the development of boys was instituted in England by Robert Stevenson Smyth Baden-Powell in 1907 as an experiment and in the following year the scouting movement was actually founded. In this country, the Boy Scouts of America was founded February 8th, 1910.

Adults who are familiar with the work of the Boy Scout organization do not have to be told of the value of its training. It encourages boys in outdoor activities, giving them an opportunity to develop traits of character and leadership which will help to make them successful men.

More than nine million persons have been connected with scouting since its organization in the United States. Today, we understand, scouting requires the volunteer services of capable men, willing to give some time to the interest of the boys of their neighborhood.

There may be men in Hancock county who will read this article who are anxious to devote a small part of their time to some enterprise for the common welfare. If they are interested in boys, we suggest that they do themselves a favor and help extend the scope of scout activity.

## EXTENDING RURAL ELECTRIFICATION.

THE Rural Electrification Administration this week allotted \$2,065,000 for rural electrification projects in eleven states. Of this amount, Hancock, Harrison and Pearl River counties will receive \$80,000 for extending rural electrification lines ninety-five miles and capable of serving three hundred and twenty-four members in the three counties.

The allotment was made to the Coast Electric Power Association whose headquarters are here in Bay St. Louis and with Mr. Cliff Ferrell in charge and will enable a great many more farm families to enjoy the comforts and great advantages of electric power for domestic purposes and farming implements which can be operated by electricity.

## JUST WHAT THEY MAKE IT.

THE home newspaper is just what the community makes it. The publisher is always ambitious to make this paper better and much of that effort depends on the sort of substantial backing given. No newspaper with the present overhead and government burdens can make a go unless the patronage is forthcoming.

Incidentally, this reminds us to ask: have you paid your subscription?

## BAY ST. LOUIS ROTARY CLUB.

THE Bay St. Louis Rotary Club is not the biggest but is one of the best clubs in the district. Each week new members are received and the club at present is enjoying much activity. This is noteworthy because Rotary represents many phases of civic and social life.

## CAMELLIA TIME ON THE COAST.

VISITORS to our lovely Gulf Coast country at the present time admire the thousands of camellia bushes in bloom. The azalea will soon follow, many begin to show blooms now.

400 manufacturers in Mississippi were contacted by the Associated Industries group following Col. Crosby's visit to Washington for consultation with National Defense Commissioner Knudson. Data was asked as to their facilities for handling orders for various war necessities. To date only 49 have answered. It looks like Mississippi don't want a share in the defense business.

The past week's news has been of a cheerful nature for the British and her doughty little ally, Greece. The RAF has taken the offensive in bombing so-called invasion ports of continental Europe, the Italian city of Bengasi, stronghold of Fascists in Africa, has fallen and new Greek victories have been announced almost daily. It may be possible that Lindbergh is all wrong and that England can win the war.

The Lease-Lend Bill was passed by the House Saturday night by a vote of 260 to 165 after a proposed amendment to limit spending to seven billion dollars had been defeated. As it stands the president's authority under the measure can be ended at any time by majority of both houses of Congress. The bill was sent to the Senate where it is expected debate this week. Under the House measure, army, navy or marine equipment now on hand or under order to the extent of \$1,300,000,000 may be transferred to Britain by the president.

The Highway Safety Patrol has completed a book "Creating Safer Communities in Mississippi" which is being distributed to schools and others interested by Col. T. P. Brady, commanding. The foreword of the bulletin states that it is the intent of the author to call for automobile accidents and how to prevent them. The book is well done and it works well. The information cannot be too widely disseminated.

## A REMARKABLE RECORD.

THE Sea Coast Echo recently entered its half century year. Hence it is in the 50th year of its existence.

Established January 9, 1892, it has continuously operated under the same ownership as of today. Created by the writer and for fifty years under the same and one management.

This is, indeed, quite a record. Few business concerns can chronicle this enviable record.

For this we are thankful. It is the Divine Providence that leads us and provides us with the blessings that have been ours that makes this possible.

For this we are also thankful to the public who have given us their fullest confidence and trust. It is by their patronage we thrive.

The Sea Coast Echo newspaper and printing plant is one of two of the oldest business institutions in the city. It is perhaps the only one that was established by the same and one person who remained with it for fifty consecutive years and still going strong today. Growing with the city and county, it is a better newspaper than ever, a stronger and more substantial business than ever.

Every copy of The Sea Coast Echo for fifty years has been carefully preserved in bound volumes. These have recorded the tears and the smiles, the good fortune and bad, of this community.

Progress and hardships, sweat and toil, grief and happiness, good years and bad—all these will be found.

From piling infant to hoary age, the lives of the people of the community will be found upon its pages.

From mud to concrete, from shacks to bricks, from coal oil to electricity, from jeans to broadcloth, from pumps to hydrants—these spell the progress that has come to this community, thru the years and are all indelibly recorded.

These forty-nine bound books make a wonderful record of the city and county. There is no other like it. It is priceless and its value cannot be computed in dollars and cents.

## \$11,000,000 A YEAR FOR SPACE.

SEARS, Roebuck and Company operates a chain of retail stores in addition to their famous mail order business.

In 1939, the company spent \$11,409,649 in newspaper space and its appropriation for 1940 was probably above that of the year before. More than ninety per cent of its retail advertising is placed in newspaper space.

Thomas J. Carney, president of the company, says, "Newspaper advertising has been practically a sine qua non of our retail promotion."

D. M. Nelson, vice-president, declares: "No other single factor has done more towards building the Sears retail stores than the newspaper."

For one company to spend almost a million dollars a month to promote retail trade and to spend this sum almost exclusively in newspaper space goes far in proving the effectiveness of newspaper advertising. While very few businesses will be able to duplicate the total expenditures of the Sears organization, there is no business in Bay St. Louis which cannot take advantage of the selling ability of newspaper space.

The Sea Coast Echo will be glad to consult with any local business and discuss plans for an intelligent and comprehensive advertising campaign. Every business, we think, can increase its effective appeal, enlarge its gross income and, incidentally, its net profits, by the regular and careful use of newspaper advertising space.

We have no reticence in discussing newspaper advertising because we believe in its effectiveness. In addition, the more advertising space purchased in The Echo, the better this newspaper will become. Consequently, readers, as well as businessmen, ought to welcome advertisements in our columns. Moreover, subscribers should, if possible, give their business to our advertisers who make possible the publication of The Echo at its present low price.

## ADVERTISING FREE.

WHO pays for advertising? The answer is: "Successful advertising pays for itself."

That is why advertisers in Bay St. Louis should give thought and study to their printed appeals, making sure its success.

For example, take two stores here. Both have the same business volume, the same expense and much the same goods to sell.

One wisely advertises, increases sales, cuts down the per cent of overhead, turns over goods, eliminates shelf loss, and makes a profit. The other does not advertise, has less sales with higher overhead per sale, stagnant goods and loses money. In this case the advertiser is out nothing, the non-advertiser pays.

Consider two factories. One advertises, securing quicker introduction of products, bigger volume of sales, less expense per sale, and is able to show a profit even when selling goods under the competitor who, because he does not advertise, has higher overhead expense on his smaller sales volume.

These examples being sufficient for the lesson, the merchant-reader may ask, "How can I successfully advertise?"

And, that ladies and gentlemen, is a real question. It even taxes the brains of an astute editor, forcing him to admit that he cannot guarantee any method, or system. Advertising is a sales force that works differently under different conditions, depending in part upon the personality of the advertiser, the class to which he appeals and what he has to sell.

While The Echo is glad to cooperate with all advertisers and willingly does what it can to assure success, the major responsibility of advertising any business must, of necessity, rest upon the advertiser. He will only be able to successfully experiment and refine the system that leads to his success.

All we can say is, we do say, is, "Advertising is a sales force that works differently under different conditions, depending in part upon the personality of the advertiser, the class to which he appeals and what he has to sell."



WALKER WOOD  
SECRETARY OF STATE

FARMERS in Sunflower county are being paid \$7.50 per ton for cotton stalks. An acre produces 2 tons of stalks. Total \$15.00 per acre for stalks. Cost to gather and bale, \$6.00 per acre—net profit \$9 per acre. Nice cash income from a product hitherto considered worthless. Stalks are being made into cellulose by American Cellulose, Inc., of Toledo, Ohio.

Hon. Edwin R. Holmes, Jr., who recently resigned as an assistant Attorney General, is now connected with Green and Green, attorneys, of Jackson. He had been succeeded in the Attorney General's office by Hon. Monroe Byrd, of Meridian.

J. Y. Sanders, U. S. Congressman, advocates sub-leasing defense contracts and break them down to where small plants of various kinds throughout the country can participate. This plan would speed up production. It is a fine idea and should receive favorable consideration.

Tree seedlings will be available to farmers through a grant-of-aid now being arranged by Mr. Tom Patterson, AAA Director. While the contract has not yet been between the Mississippi Forestry Commission and the AAA, it is expected that this will be done immediately. The 1941 special payment for tree planting is \$15.00 per acre at the rate of \$3.50 per acre.

The current report of the F. B. I. discloses 5,605 convictions during 1940 or 96.48 per cent of cases investigated. Of the 182 kidnappings since they were made Federal violations, 180 have been solved.

Hopewell, a little village in Copiah county, has been abolished as a chartered municipality by a proclamation of Governor Paul B. Johnson. The Board of Mayor and Aldermen had not functioned for more than two years heretofore by proclamation the municipality was abolished, in accordance with the provisions of the 1930 Mississippi Code.

British figures on warplane destruction show ratio of 1 to 11—January, British 32, Axis 371. Since start of war British 828 pilots saved 427, Axis 3060.

Walker Wood, Secretary of State, has been named chairman of Convention Committee of the National Association of Securities Commissioners by National President Russell Malone, of Jefferson City, Missouri. The 1941 session of the Securities Commissioners will be held on the Mississippi Gulf Coast in the early fall.

Premier Gen. John Metaxas, leader of the Greeks and the strong man in the Greek Military Campaign against the Italians, has passed on to his reward. He was 69 years old, and had spent 30 years in the military service of Greece.

The landscaping of the grounds about the War Memorial building will be continued to completion by the approval of an additional allotment of \$4,386 by the Government. The work has been halted due to authorized funds for landscaping having been exhausted.

## Library Notes.

Mrs. J. Roland Weston has just given the library the following fiction: "I Have Lost My Girlish Laughter," by Allen; "Weevil in the Cotton," by Elam; "Within the Year," by Baldwin; "If the Boug Breaks," by Montross and the "Three Mysterious Double for Death," by Stout; "Judas Incorporated," by Steele; "The Corpse With the Purple Thighs," by Darby.

Mrs. M. W. Briggs has given us a copy of Steinbeck's "Grapes of Wrath" and Mrs. Milton Phillips has given that delightful "Portrait of Jennie," by Robert Nathan. The library also has a copy of "Faith for Living" by Mumford. Also "For Whom the Bell Tolls" by Hemingway is a gift from Mrs. Lucien M. Gex and "Embezzled Heaven" by Werfel is a gift from Mrs. Edouard Carrere.

The library board held the February meeting on Tuesday at the Parish House with a good attendance. The board decided that as much as February has such a crowded schedule that the next book review would be given in the early part of March with possibly one in the latter part.

Court Validates \$60,000 Gulfport Airport Bonds.

With no objections filed, Chancellor D. M. Russell Saturday validated the issuance of \$60,000 in municipal bonds of the city of Gulfport for the construction of an airport for Gulfport. The bonds will be used in refinancing the city's debts and the city will be in a position to issue \$100,000 in new bonds.

WE ARE PLEASED TO ANNOUNCE THE ONE OF THE BIGGEST AND BEST DEALERS IN THE STATE OF MISSISSIPPI.

"CORRECTION PLEASE!"



AND SEE HOW MUCH MORE YOU GET! 100-HORSEPOWER 6-CYLINDER ECONO-MASTER ENGINE 119-INCH WHEELBASE - BIGGER, ROOMIER FISHER BODY NEW INTERIOR LUXURY 4 COIL-SPRING RHYTHMIC RIDE, FAMOUS OLDS QUALITY THROUGHOUT.

HERE'S the correct way to say it! "Why should we be content with one of the lowest-priced three when Olds priced so low?" For it's a fact—the big, quality-built Oldsmobile Special costs only a few dollars more than deluxe models of lowest-priced cars—but there's a whole of a big difference in what you get. Come in and see!

THE CAR ahead! IT'S OLDSMOBILE

BEN HILLE MOTOR-So. Beach Blvd.

## History of Beginnings



We have built our fine reputation with business men by serving them adequately and efficiently. We arrange for credit, drafts, and other banking facilities that make modern business possible.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION.

MERCHANTS BANK & TRUST CO.

1511 SAINT LOUIS, MISS.

The Bank at the R. R. Crossing



See 243 Action-Color Illustrations including 55 Full-Color Photographs. Photo illustrations over 2 Square-Foot in Size.

Find out this morning over Sherwin-Willems Paint and Color Style Guide. Color is the most economical way to decorate your coffee house... coffee house... coffee house... There will be no obligation.

A PRESENT FOR YOU! THE 1940 HOME DECORATOR.

Paint and Color Headquarters for SHERWIN-WILLEMS PAINTS

MAGNOLIA STATE SUPPLY COMPANY Main St. — Phone 7.

## PREVIEW OPENING IS HELD AT JEFFERSON DAVIS SHRINE

On the Mississippi Gulf Coast Saturday—Tributes to Confederate Leader Voiced by Prominent Speakers—Articles at Beauvoir.

Beauvoir, stately white-columned mansion in which Jefferson Davis, president of the Confederate States of America in the epochal days of 1861-65, penned the story of "The Rise and Fall of the Confederacy" had its preview opening Saturday afternoon as a shrine to the memory of the South's great leader.

J. B. Snider, Clarksdale publisher and former lieutenant-governor, was master of ceremonies at the dedication at which State Senator Maxwell Bramlette of Woodville represented Governor Paul B. Johnson.

Mr. Snider paid tribute to W. K. Herrin, Clarksdale, state commander of the Sons of Confederate Veterans, for the "enthusiasm with which he rejuvenated interest in the restoration of the old mansion and its creation as a shrine." He praised Dr. W. A. Evans, chairman of the shrine board, for "his labor of love to restore to the nation one of its greatest shrines."

### Bramlette Speaks

Senator Bramlette said the shrine was "the embodiment of all the traditions of Southern manhood and womanhood." The money the state expended on the shrine was well spent, he said, and the state accepts the memorial with pleasure and thanks to Dr. Evans and the board for their "magnificent job." He expressed Governor Johnson's regret at being unable to be present.

Dr. Evans pointed to the physical reconstruction of the property but said the task was just beginning to gain for President Davis, "that justice to which he is entitled." "We should pledge ourselves to keep up our efforts to the end that Davis may have the justice due him. He suffered in justice as no other public character has suffered," Dr. Evans declared.

Mrs. J. P. Pentecost, Mt. Olive state president of the U. D. C., who was named hostess of the shrine, said when Beauvoir might be restored, that it might be a venerated spot for those who loved the memory of Davis.

### Nabors Superintendent

The board also announced the appointment of Sam M. Nabors, Aberdeen, as superintendent of property.

ERROL FLYNN EXPERT  
ON LOVE AT A. & G. IN  
"SANTA FE TRAIL," 16-17

Excellent Picture For Local  
Theater This Week End.

Willy-nilly, Errol Flynn has become an expert in six centuries of love.

In each century his loved one has been fair, pure and reluctant. In almost every instance, he has been forced to extend himself on the screen to tremendous effort and undertakings to win her.

But, with the exception of Queen Elizabeth, as played by Bette Davis, he has seldom failed. So, willingly or unwillingly, he has become expert in the minds of most theatergoers and, perhaps in his own mind, too.

It is 19th century love he is practicing just now in "Santa Fe Trail," in which he is the object of his affection and the source of his inspiration in the 18th century "Captain Blood," 13th century "Robin Hood" and several other period love tales.

With Errol Flynn leading the action, "Santa Fe Trail" brings to the screen one of the most exciting and inspiring chapters of history: Jeff Stuart, Custer, Sheridan, Pickett, John Brown, storm across the years as yesterday's great history makes today's mighty screen thrillers.

Michael Curtiz, to whose credit such action pictures as "Dodge City," "Virginia City," "The Charge of the Light Brigade" and "Captain Blood" have already been chalked up, lives up to his best directorial tradition with "Santa Fe Trail."

### Piano Restored

The spacious reception hall presents a picture with luxury in quaint and massive antiques in their original positions, including the large square marble-topped table at which Mrs. Davis sat at the time she deeded to the Sons of Veterans the home which is now the shrine.

Then there is the original living room, or parlor, its beautiful furniture and enchanting view of the waters of the Mississippi sound thru the branches of the moss-draped oak trees.

Miss Winnie Davis' spinet piano, upon which "Beauvoir" was played Saturday, has been restored. The hall and other parts of the building were decorated by Robert Crofton and Charles Shean, Biloxi artists.

Two sewing machines, formerly belonging to Miss Winnie Davis, have been admired by women visiting the

## HANCOCK CO. CENSUS IS 11,328

Final Figures From Wash-  
ington Give Coast  
Total 88,883

Figures released this week by the U. S. department of census the three counties of the Mississippi Gulf Coast—Hancock, Harrison and Jackson totals 88,883 including Stone county with the small number of 6,195.

Hancock county totals 11,328. Harrison, 50,789. Jackson, 20,501.

### Hancock County

Listing the population by beats, the report shows in Hancock county Beat 5, where Bay St. Louis and Waveland are located has the largest population, 6,877, with Beat 4 second with a total of 2,257. Beat 1 in which Pearlington and Logtown are located are given at 963. Beat 2, 777. Beat 3, 934.

### Harrison County

Beat 2, in which Gulfport is located, has the largest population showing a total of 22,822 while beat 1, where Biloxi is located, shows a total of 19,532. The population of Beat 3, where Pass Christian is the largest municipality is given at 5,275 and the two rural beats 4 and 5 are listed at 2,026 and 1,544, respectively.

### Jackson County

Jackson county's report shows the population divided as follows: Beat 1, 1,338; Beat 2, 6,897; Beat 3, 7,752; Beat 4, 2,389 and Beat 5, 2,029. Local readers might cut this out for future reference.

### Keno Party Sunday At Trapani's Club Under Auspices of C. Y. O.

There will be a keno party at Trapani's Knock-Knock Club this Sunday afternoon, February 16, between the hours of 2:30 and 5 P. M., to which the public is invited and under auspices of Catholic Youth Organization.

Handsome prizes will be awarded including home-made cakes, candy and baskets of groceries. 25 games will be played—admission 25¢.

You can enjoy and help a worthy cause by attending.

SO WE OFFER SELECT USED CARS ON MONTHLY PAYMENTS!

No Finance Charges To Pay!

WE'RE OVERSTOCKED AND MUST MOVE

**52—USED CARS—52**

To make room for new car sales. We can't hold them—all cars must go—regardless of our loss. Prices Slashed—Your Car In Trade—No Interest on Unpaid Balance. What more do you want to make you buy? Compare our cars and prices. Buy NOW and save Finance Charges. Twelve Months to Pay.

**1938 Plymouth DeLuxe 2-Door Touring.** A one-owner car, paint like new—exceptionally good tires. **\$435**

**1937 Plymouth DeLuxe.** Paint like new—clean, sharp, well-kept—better than the sale price. **\$375**

**1938 Chevrolet Master Coupe.** Paint like new—good tires. **\$265**

**1938 Chevrolet Master DeLuxe 4-door Touring.** New paint, thoroughly reconditioned. **\$295**

**1938 Chevrolet Standard 2-door Sedan.** New paint, new seat covers, good tires. **\$185**

**1938 Ford 4-door Sedan.** **\$95**

**Hannum Motors, Inc.**

1000 N. Main Street • P. O. Box 100 • Bay St. Louis, Miss.

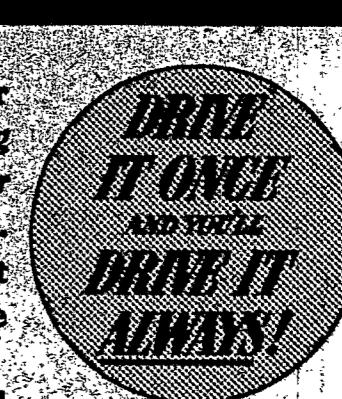
Phone 2-2222

THE U.S.A. TRUCKS CHEVROLET

For Safety, Dependability with Economy for Low Price



It's the only low-priced car with a 90-hp. Valve-in-Head "Victory" Engine . . . the only low-priced car with exclusive Body by Fisher and all the other features listed here . . . It out-styles, out-accelerates and OUT-VALUES all other biggest-selling low-priced cars!



The U.S.A. has given its verdict on motor cars . . . given it unmistakably by awarding Chevrolet sales leadership over all other makes of cars for nine of the last ten years . . . and now the U.S.A. is giving this same verdict again by showing clear-cut preference for the new Chevrolet for '41.

"The U.S.A. picks Chevrolet!" And, if you'll make your own eye it—try it—buy it of the new Chevrolet for '41, we're convinced that you'll pick Chevrolet, too. And get the nation's No. 1 car-value as a result! Please see your nearest Chevrolet dealer—today!

Again CHEVROLET'S THE LEADER! TRY IT... TRY IT... BUY IT!

## Gulf Chevrolet Co. See Al Voight Today Bay St. Louis, Miss.

### BAY ST. LOUISANS FIGURE IN MARRIAGE OF GOVERNOR'S SON

At the Executive Mansion on Saturday Last—Senator Bilbo and Other Prominent Officials Present—One of Few Weddings at the Mansion.

Surrounded by immediate friends and a few high officials of the state, Paul Burney Johnson, Jr., 25-year-old lawyer, son of Governor and Mrs. Paul B. Johnson, was married to Miss Dorothy Elizabeth Powers at the historic executive mansion at 4 p. m. at Jackson Saturday.

The impressive ceremony, solemnized in the drawing room of the state's 100-year-old home, was the fifth ever conducted there. The Rev. Shad Hill, Caffey, pastor of the Clarksdale Methodist church, performed the single ring rite.

Immediately after the Rev. Mr. Caffey said the rite, Governor Johnson, in formal attire, as were all the principals in the ceremony, walked over and kissed his son and his daughter-in-law and bade them God-speed.

Guests were greeted at the mansion by Governor and Mrs. Johnson and the bride's parents, Mr. and Mrs. Shelby Reeves Power of Red Bank, Miss.

The bridal party descended the stairway, banked on either side by a sea of ferns, while on the balustrade were smilax and ferns.

In the drawing room the rites were performed where a beautiful altar was arranged. A huge gold-leaf mirror adorned the wall above the mantel. On each side were seven-branched candelabra, holding glowing white tapers. Ferns were

massed high on the sides of the mantel, and in the center were rich fern plumes.

Preceding the ceremony was a program of musical music presented by Warren Laxoux, Bay St. Louis, student at the University of Mississippi, who sang "Because" by D'Hardelet and "At Dawn" by Cadman, Mr. Laroux was accompanied at the piano by the governor's niece, Mrs. Emmett V. Thomas of New Orleans.

Mrs. Thomas played Liszt's "Liebestraum" during the ceremony. Wagner's "Bridal Chorus" from "Lohengrin" was used as the processional.

The bride, wearing a gown of champagne moire, grise de londre, an afternoon model patterned with long, fitted basque, came down the stairway with her father, who gave her in marriage.

The bride's only attendant was Miss Mary Sylvia Heron of Jackson, who wore a blue lace dress. Miss Heron carried a colonial bouquet of red roses tied with red ribbon.

Paul Johnson, brother of bridegroom, was best man. Ushers were Shelby Power, Jr., Red Bank, brother of the bride; David Singleton, Hattiesburg; Dan Russell, of Bay St. Louis and Tom Hunt Cole, New Albany.

Attired in the conventional cutaway coats with striped trousers, each man in the bridal party wore boutonnieres of white carnations, with the exception of the bridegroom and his brother, who wore gardenias. The bridegroom's mother and the bride's mother wore blue.

After the wedding ceremony, guests crowded into the big dining room where the bride and bridegroom sliced the heart-shaped wedding cake. Wedding presents were displayed in the library.

Among the high officials of the state present were Senator Theodore G. Bilbo, and Lieutenant-Governor Dennis Murphree, and Mrs. Murphree.

On their return from their honeymoon trip Mr. and Mrs. Paul B. Johnson, Jr. will reside on Devine street, Jackson.

700 NEW ROSE BUSHES PLANTED FOR COLLEGE LAWN

Seven hundred rose bushes have been bought by Brother Peter, during the course of the past two weeks. These new bushes are destined to occupy the empty space in the lawn in front of the high school building.

Among the varieties included in the recent load, are bushes of Etoule de Hollande.

With this addition the front lawn will appear most beautiful when the bushes begin to bloom in May.

THE STATE OF MISSISSIPPI

To Henry E. Davidson.

You are summoned to appear before the Chancery Court of the County of Hancock in said State, on the Fourth Monday of February, A. D. 1941, to defend the suit No. 4439 in said Court of Doris Ann Davidson, wherein you are a Defendant.

This 22nd day of January, A. D. 1941.

(SEAL) A. G. FAURE, Clerk.

CHANCERY SUMMONS.

THE STATE OF MISSISSIPPI

To Bonnie Mae Jackson Wainwright.

You are summoned to appear before the Chancery Court of the County of Hancock in said State, on the Fourth Monday of February, A. D. 1941, to defend the suit No. 4441 in said Court of George Henry Wainwright, wherein you are a Defendant.

This 22nd day of January, A. D. 1941.

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COLDS 666

## The Standard Echo

## Personal and General

## City Echoes

Mr. N. M. Dick who has been night agent of Chef for the L. & N. has been transferred to Pascagoula, Miss., in like position and commuting to and fro.

Attorney W. J. Gex, Jr., returned home Wednesday night from a professional visit to northern Florida where he represents vast business interests.

Mr. and Mrs. A. G. Favre and Mrs. G. F. Stevenson attended the funeral of Mother Elizabeth held last Friday from the chapel of St. Joseph Academy in New Orleans.

The pulpit of the Main Street Methodist Church was filled Sunday by the Rev. J. F. Campbell, of the Methodist Seashore district, who spoke before a large congregation.

Mrs. Carrie Hopkins came out from New Orleans for the weekend and was the house guest of Mrs. Charles J. Mitchell at the family home and meeting again her many local friends.

Mr. and Mrs. Horace Farr had as their guests Saturday Mr. and Mrs. Bill Smith and daughters, Joan and Billy Joyce, and Mrs. Farr's brothers and sister, Messrs. Abry and Harold Smith, and Miss Evelyn Smith, all residents of Pascagoula.

Sam Benigno, well-known resident of Bay St. Louis, residing on Felicity street, has been quite ill this week and it is the local King's Daughters' hospital, receiving the best of attention. Latest reports are to the effect his condition is better.

The Womans Society of Christian Service will have its monthly meeting on Tuesday the 18th at 3 o'clock P. M. at the home of Mrs. T. T. Robin, 121 Carroll avenue, Withers Charles Jenkins and Mrs. C. C. Riddle as co-hostesses.

At the semi-monthly meeting of the Natchez Catholic Youth Organization, plans were completed for a benefit bingo party to be given on this Sunday afternoon at a Trapani's club and everyone is urged to attend. The game begins at 2:30 and ends at five and 25 entitles one to play for the afternoon.

John J. McDonald, enterprising and progressive young resident of our city, is building another dwelling house—one of the several he has already caused to be constructed. This one in particular, in addition to others in Bay View Court, is located on second street corner lot in that vicinity.

Mrs. Joseph Rhodes, residing on Kelar avenue, who has been desperately ill with flu-pneumonia, is reported vastly improved and will soon be on the high road to recovery. Mrs. Rhodes is the wife of the proprietor of the seafood business firm on beach and Main streets.

Mr. E. J. Lacoste is home from New Orleans at his dwelling on Carroll avenue and is convalescing from an illness at New Orleans of the prevailing flu and bronchial pneumonia. Excellent care pulled him through his serious illness. He is recuperating rapidly and will soon be back to his former self, which we are glad to note.

With the approach of spring now is the time to paint—from more angles than one. The A. R. Hart dwelling on Main street is considerably enhanced and contributes to the civic pride and appearance of our city with its many and attractive homes by a splendid job of painting. The ever appropriate white shows the handsome home to advantage.

The friends of the Stokoe family, residing here for so many years and formerly owning the home presently occupied by the Harry S. Pond family corner South Beach and Valentine street, will learn with interest of the appointment of Miss Emma Lou Stokoe of Gulfport to the regional office of the Federal Farm Security Administration at Little Rock, Arkansas.

Mrs. Fay Arguelles of Biloxi, district deputy of the Woman's Benefit Association, attended the meeting of the local review No. 10 held on last Friday evening at the home of the president, Mrs. Albert Biehl, on Union Street. Mrs. Arguelles explained the wonderful advantages of the Golden Jubilee Convention to be held in San Francisco, California, in July 1942.

Mr. and Mrs. Edw. Orte, ideal hosts and whose home is always a rendezvous for many friends, entertained a few friends on Saturday evening for the opening of their new game room in their Clermont Harbor home. The room is an addition to the Orte's home where they frequently entertain small groups. Mr. Orte is well known and very capable supervisor from the day-Waveland Beat, No. 5.

Miss Rita Benigno, honor graduate of the Class of '40 at Bay High School, and daughter of Mr. and Mrs. Sam Benigno and sister of Mrs. A. B. Vassalli, has received a signal honor. Miss Benigno, a freshman at the University of Mississippi, made the highest average of the pledges of Delta Zeta Sorority and her name will be engraved on the scholarship cup which is kept in the Delta Zeta house on the campus of Ole Miss.

Presentation of the film "The Philadelphia Story" at Gulfport during the forepart of the week attracted many persons from Bay St. Louis. In fact, more than ordinarily. This picture was not received by the film critics as a masterpiece, but it was well received by the spectators.

## VALENTINE PARTY AND BANQUET TO BE GIVEN BY BAY ROTARY CLUB

The event of this week is the Valentine banquet and party to be given on Thursday evening of this week by Bay St. Louis Rotary Club, joined by the Pass Christian Rotary Club, at Reed Hotel.

This will be one of the Ladies' Night entertainments for which the club is well known. Joined in by the Pass Christian club will add both to the proportion and enjoyment of the event.

Jessie Gray is chairman of the committee and with his associates has left nothing undone that will contribute to the party. The entertainment will be known as a Valentine affair and the decoration and favor motifs will be in keeping with this subject.

Guests and others are asked to be there for 8 o'clock for the preliminary entertainment. Banquet will be given in the main dining room at 8:30 o'clock.

## INVITATIONS TO BALL OF KREWE OF MYSTERY RECEIVED LOCALLY

New Orleans is entertaining to the very zenith of its Carnival season. Balls, thirty-five in number, are taking place and queens and members of their courts as well as kings appear in royal splendor.

Nothing exceeds the beauty and gorgeness of the New Orleans Carnival balls. A number of invitations from the various organizations of the like have found way here.

The ball of Saturday night, Athenians, has a number of representations from Bay St. Louis. This is one of the major balls and finds popular favor.

Among those attending from Bay St. Louis this year were Mrs. John A. Green, Sr., Mr. and Mrs. John A. Green, Jr., Miss Margaret Green, Mr. and Mrs. Harold B. Weston, registering at the Hotel Roosevelt, while in the big city.

A number of invitations for the Krewe of Mystery have been received in the Bay-Waveland area, this outstanding event of unusual social prominence to take place on Wednesday, February 19. This is another of the fashionable balls that is well attended by the local population.

Former MISS LOUISE CARRERE UNDERGOES SURGICAL OPERATION.

Mr. and Mrs. Edward C. Carrere received a telegram from Sheboygan, Wis., Monday, that their daughter, Louise, Mrs. W. A. Reiss, had undergone the ordeal of an appendectomy that morning at a hospital in that city where she resides with Mr. Reiss and their two children. Latest reports are to the effect she is doing exceptionally well and as soon as she is able to safely travel she will take the trip to Florida and Bay-Waveland that she had contemplated for next week. Her address is 636 Michigan avenue, Sheboygan, Wis.

CARD PARTY AT HOTEL REED THIS FRIDAY AFTERNOON FOR RED CROSS.

Mrs. Edw. C. Carrere, chairman of staff committee, Hancock County Red Cross, with her co-hostesses, Mrs. (Dr.) A. P. Smith and Mrs. Coney Weston, are actively busy this week preparing for the big bridge party to be given at Reed Hotel, this Friday afternoon, at 1:30 o'clock, St. Valentine's Day.

Tickets are being sold at 25 cents and the public is cordially invited. The proceeds from this party will be furnished the offices of the Red Cross has set up on the second floor of the Masonic Temple, during the work to be carried on during the war. There is plenty of work to be carried out and it becomes necessary to establish a regular office with

Mrs. Dennis Burge, of Bay St. Louis, as executive secretary.

The public is invited to this card party at the hotel this Friday afternoon.

MRS. DENNIS BURGE HAS WEEK-END GUESTS.

Mr. and Mrs. Dennis Burge entertained as their guests over last weekend at their home on North Beach Boulevard, Messrs. Robert Graham and Joseph Askew of New Orleans, and the Misses Audrey Farrell of New Orleans and Harriet Vandeven of Mobile, Alabama.

No secret seems better guarded than the identity of the King and Queen for this year's Bay St. Louis Carnival Ball to take place on the 21st of this month. All that is admitted is the Queen is a married member of the younger set. Of course, the King is a "prominent business man." And that's all.

Mayor G. V. Blaze, and the First Lady of the city are bemoaning the death of "Sally," a valuable dog, one with all the attributes possessed by dogs that are paid well-known tributes for their instinctive being that make them the friend of man. Sally was an institution around the home of the Mayor and his good wife, and even though the premises have been sold, it is a great loss to the house and the Mayor, and we do not know how we are going to replace such a valuable dog. Sally was particularly dear to our thoughts for the last year.

Presentation of the film "The Philadelphia Story" at Gulfport during the forepart of the week attracted many persons from Bay St. Louis. In fact, more than ordinarily. This picture was not received by the film critics as a masterpiece, but it was well received by the spectators.

## LOVELY BAY ST. LOUIS BEAUTY OF SEASON



Sea Coast Echo Picture.

MRS. MORGAN LANGFORD SHAW. Photo by Elbert Dole, Gulfport, Miss.

Formerly Miss Helen Hardie Martin, daughter of Mr. and Mrs. Fontaine Martin, formerly home on the banks of Bayou LaCroix, was an outstanding social event both to the Mississippi Gulf Coast and to New Orleans, where both bride and groom are widely and prominently known.

## MRS. JNO. W. BRYAN ENTERTAINS AT LUNCHEON FOR BRIDAL COUPLE TO BE

Mrs. John W. Bryan entertained at a beautiful luncheon on last Sunday at her lovely Beach villa "Bonheur" honoring Miss Fannie Blanche Schmidt of New Orleans who will be married shortly to Mr. R. Lafayette Holcombe of Clarksdale, Miss.

The large reception room of the Bryan home were lovely with a profusion of white blooms everywhere and a centerpiece of white bridal roses and lilies of the valley graced the beautifully appointed table.

Guests at the luncheon included members of the bridal party and the parents of the bride-elect, besides Mr. and Mrs. Bryan and their two sons, James and John, Jr.

## PARTY AT HOTEL FOR MR. H. W. LETTISSIER'S FATHER'S BIRTHDAY.

Mr. and Mrs. H. W. Lettissier of Hotel Reed are presently entertaining Mr. Lettissier's father, brother and sister, namely Mr. William Lettissier, Mr. Homer Lettissier and Mrs. Belle Eggleston of Bath, Illinois, who are enjoying some of our Southern sunshine. Mr. Lettissier Sr. will celebrate his eighty-fifth birthday on Thursday and the members of his family joined in the celebration with a small party at the hotel.

## DELIGHTFUL COFFEE BREAKFAST BY MRS. A. C. EXNICOIS AND SISTER.

Entertaining with their usual charm and grace, Mrs. A. C. Exnicois and sister, Miss Josie Miller, entertained at a "coffee breakfast" Monday morning at the family residence on beautiful North Beach boulevard, where the oaks conspire with the general scenery to make it one of the beauty spots of the "Bay."

Many friends of these lovely ladies were invited and during the hours prescribed the guests came and left, leaving with the memory of a delightful morning spent in a hospitable home.

Mr. and Mrs. George E. Pitcher had as their house guests for the day Wednesday, Mr. and Mrs. Melvin (recently married) of Jackson, Mrs. C. Johnson, Mrs. J. McLean of Tupelo, Miss., and Miss Blair of Jackson.

Their arrival coincided with the departure of the Mayor and his good wife, and even though the premises have been sold, it is a great loss to the house and the Mayor, and we do not know how we are going to replace such a valuable dog. Sally was particularly dear to our thoughts for the last year.

During the week, the Bay St. Louis Lions Club held their annual golf tournament at the Bayou LaCroix Golf Course.

## FAREWELL PARTY GIVEN

A group of friends and relatives gathered Sunday evening at the home of Mr. William Favre, who is in the Army at Fort Clatsop, La., to celebrate his home coming and his leaving Monday evening.

Cake and punch were served, and music was furnished by Mr. Geo. Green and Victor Carver.

Among some of the group were Misses Jessie Favre, Blanche Kellar, Rose Richardson, Yvonne Roberts, Geneva Roberts, Sister Bell Currel, and a crowd of young people from Pass Christian. Messrs. Clifton and Cyril Piazza, Ralph Richardson, T. E. Kellar, Sr., Junior Saucier, Basil Favre and the close relatives and family of the host. An old time square dance was the main event of the evening and the party came to a close at two o'clock Monday morning.

A swell time being had by all and a party that the host will remember for some time after he is back in camp.

All proceeds from the "Land of Liberty," a cavalcade of American history from Colonial times to the present, as told on the screen in the last twenty-five years and compiled under the direction of Cecil B. DeMille from more than 100 feature pictures, short subject and newsreels will be given to charity, with the first \$50,000 earmarked for British air-raid victims.

## NOTICE TO CREDITORS.

Letters of Administration on the Estate of John J. Holden, deceased, were granted to the undersigned, the Chancery Court of Hancock County, Miss., on the 12 day of February, 1941, and therefore notice is hereby given requiring all persons having claims against said estate to have same probated and registered by the Clerk of said Court within six months from date and failure to do so will bar the claim.

BESSALEE CUEVAS, Administrator of the Estate of John J. Holden, Deceased.

## NOTICE TO CREDITORS.

Executors Notice of Creditors of John A. Kyle.

Letters testamentary having been granted on the 15th day of January, 1941, by the Chancery Court of Hancock County, Mississippi, to the undersigned, upon the Estate of John A. Kyle, deceased, of Hancock County, Mississippi, notice is hereby given to all persons having claims against said estate to present the same to the Clerk of said Court for probate and registration according to law, within six months from date or they will be forever barred.

THE 12TH DAY OF FEBRUARY, 1941.

CAPT. HY. L. MELSON, Executor of the Estate of John A. Kyle.

## Waveland Activities

## Personal and General News Notes of the Week From Sister City and Vicinity.

Correspondence Sea Coast Echo  
Mrs. Leo Blaize visited friends in Waveland last week.

Mrs. Theo Stechman, little son, Teddy and Miss Jenny diBenedetto, motored to Waveland last Wednesday.

Readers of last week's issue of the Echo were pleased to note with interest that funds for repair of seawall and construction of sand beach along the highway from Bayou Cadet to Jordan river are available. It was noted the story was exclusive and authentic.

Members of 4-H Clubs of Waveland School are entertaining at a lovely Valentine party on Thursday evening of this week in the school auditorium.

Miss Rose F. Caffey spent Sunday afternoon here visiting her relatives.

the Bourgeois, Marrero and Funk families.

Mrs. J. A. Feldman, her daughter, Mrs. Al Grass, have returned from a trip to New Orleans where they attended the wedding of a relative.

Mr. and Mrs. Vital Bourgeois announced the marriage of their daughter, Mrs. Velma Ladner to Mr. Jose Caro of New Orleans. The wedding was solemnized by Rev. Costello at St. Clare's Church on Sunday, February 9, at 11 o'clock A. M. Those in attendance on bride and groom were Miss Laura Nodis, bridesmaid and Mr. J. Hickey, who acted as best man. Besides the bridal party and family the following were present, Misses Edith Ladner, Rhea Trevoca, Cleo Trevoca, Messrs. Henry Nodis and Ed Melancon of New Orleans. Best wishes are extended to Mr. and Mrs. Caro who expect to make their home in New Orleans where Mr. Caro is employed.

Dietrich, 36; Jean Arthur, 32; Jeanne MacDonald, 33; Bette Davis, 32; Greta Garbo, 33; Ann Sothern, 32; Rosalind Russell, 33; Norma Shearer, 36; and so on.

Joining in the current "quiz" craze, Columbia studios has added "So You Think You Know Music," based on the radio program of the same name, to its quiz short subjects.

## Good Reasons For Good Service



The traditional courtesy of telephone men and women and the efficiency of the service often prompt telephone users to ask if there is not some secret formula for this consistent performance.

In reality there is no secret. It is just the practical operation of group cooperation, individual interest and pride in the job and company spirit.

Telephone employees are selected with care. They are constantly trained, kept fully informed about the company's affairs, and are continually encouraged to acquire the skill and experience necessary to maintain and improve the speed, accuracy and dependability of the service.

The consciousness that theirs is an essential public service gives them a sense of personal responsibility. Good working conditions and recognition of individual merit are also sources of inspiration.

The company's plan for retirement and care of its workers during sickness or disability, and the provision for death benefits all safeguard their present and future and promote peace of mind. Further incentives to their cheerfulness and efficiency are stability of employment and good wages.

Telephone men and women also know that the appreciation and interest so often expressed by the public is shared by the management of their company.

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## Attention, Gardeners!

Don't overlook Scraping, Trimming, and Fertilizing Your pecan and fruit trees. NOW is The Proper Time! Do it the Proper Way. 20 Years Experience.

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